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## **LOS ANGELES DODGERS AND TOEI ANIMATION ANNOUNCE PARTNERSHIP TO BRING ONE PIECE NIGHT TO DODGER STADIUM**



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Credit: ©Eiichiro Oda/Shueisha, Toei Animation

**LOS ANGELES** – The Los Angeles Dodgers and legendary anime studio Toei Animation have announced an official partnership agreement that establishes a one-day stadium promotion for the global hit series ONE PIECE. The planned ONE PIECE Night will take place on Thursday, July 3 for the Dodgers’ 7:10 p.m. game against the Chicago White Sox.

ONE PIECE is produced by Toei Animation and based on the best-selling manga of all time created by Eiichiro Oda. Now over 25 years since its Japanese TV premiere in 1999, this iconic episodic series has taken its place in mainstream pop culture, attracting millions of fans of all ages around the world. Today, the franchise has grown to encompass 15 feature films, numerous video games, a trading card game and an ever-expanding catalog of licensed merchandise and location-based entertainment.

“This exciting partnership between the Dodgers and Toei Animation will bring a fun-filled event to Dodger Stadium,” said Lon Rosen, Executive Vice President & Chief Marketing Officer, Los Angeles Dodgers. “It’s great to showcase ONE PIECE, one of the most popular franchises in the world, to the best fan base in the world.”

“We’re thrilled to partner with the Los Angeles Dodgers to bring the global hit series ONE PIECE to Dodger Stadium on July 3 for a very special one-day promotion,” said Lisa Yamatoya, Senior Director, Head of Marketing at Toei Animation Inc. “We invite fans to join us for ONE PIECE Night, which will offer a truly memorable, one-of-a-kind entertainment experience, complete with a not-to-be-missed ONE PIECE drone show after the game!”

During ONE PIECE Night at Dodger Stadium, which will include a variety of ONE PIECE activations in and around the stadium, the Dodgers will give away ONE PIECE co-branded straw hats to the first 40,000 ticketed fans in attendance, while supplies last, at the guest’s point of entry. Following the game, ONE PIECE Night will conclude with a special drone show featuring fan-favorite characters from the series.

For the latest news and information about ONE PIECE Night at Dodger Stadium, follow Toei Animation on [Facebook](#), [Instagram](#), [X](#), [Tiktok](#) and [Threads](#) as well as the official ONE PIECE English [YouTube](#) channel.

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*The Los Angeles Dodgers franchise, with eight World Series championships and 25 National League pennants since its beginnings in Brooklyn in 1890, is committed to a tradition of pride and excellence. The Dodgers, baseball’s 2024 World Champions, have been recognized as ESPN’s Sports Humanitarian Team of the Year and are dedicated to supporting a culture of winning baseball, providing a first-class, fan-friendly experience at Dodger Stadium, and building a strong partnership with the community. With the highest cumulative fan attendance in Major League Baseball history, and a record of breaking barriers, the Dodgers are one of the most cherished sports franchises in the world. Visit the Dodgers online at [www.dodgers.com](http://www.dodgers.com), follow them on Twitter @Dodgers and like them on Facebook at [www.facebook.com/Dodgers](http://www.facebook.com/Dodgers). For media information, visit [www.dodgerspressbox.com](http://www.dodgerspressbox.com).*

*Toei Animation Inc. is based in Los Angeles and manages the distribution of Toei Animation’s top properties, including franchise series Dragon Ball, Sailor Moon, ONE PIECE Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation’s Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit [toei-animation-usa.com](http://toei-animation-usa.com).*